



Helping a Public School District Unlock an **Underused Women's Health Benefit**

Story Overview

A large public school district with a predominantly female workforce wanted to better support employees with more relevant health resources. Rather than adding a new benefit, IMA identified an existing women's health offering already available through the district's medical carrier and helped the client build a focused strategy to increase awareness and use.

Challenge

The district had maintained the same medical carrier for years, but a newer digital women's health resource within that carrier's offering had little visibility. That created a common but costly problem: the client was paying for a valuable benefit that employees were unlikely to find or use on their own. For an organization with a high female population, leaving the program underutilized meant missing an opportunity to address timely, high-interest needs such as menopause, fertility, postpartum support, and other women's health concerns.



Strong consulting isn't just about adding benefits, it's about helping clients get more value from the ones they already have.



IMA's Strategy and Actions

IMA's Whole Health team acted to support the client by:

- + Identifying a newly available digital women's health clinic through the client's existing medical carrier and recognizing its fit for the district's workforce.
- + Raising the opportunity during an annual strategy discussion, framing it as a resource optimization issue rather than a need to purchase another point solution.
- + Bringing the vendor and client together for a demo so stakeholders could evaluate the program and align on where it could deliver the most value.
- + Working with the client account team, the vendor, and district leadership to create a targeted communication plan.
- + Supporting a multi-channel rollout that included direct mail to employees' homes, webinars, and inclusion in monthly newsletters.



Why It Worked

IMA's approach worked because it combined market awareness, carrier knowledge, and thoughtful audience targeting. Instead of recommending something new, the team matched an overlooked existing resource to a client population likely to benefit from it, then helped ensure the promotion strategy was specific enough to drive engagement.

Key Takeaways

This story shows that strong consulting is not only about adding benefits; it is also about helping clients get more value from what they already have. Other IMA teams can apply the same approach by understanding carrier offerings deeply, aligning communications to workforce demographics, and promoting only the resources most relevant to a given population.



THE RESULT:

In roughly the first year, 26 employees scheduled appointments through the digital clinic, including 20 who used menopause-related support. Survey respondents gave the program an NPS of 100, and vendor-reported estimates attributed about \$93,170 in total savings to participation—helping the district deliver more meaningful support without adding a new benefit.

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